

Message Text

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PAGE 01 SAO PA 02168 192026Z

ACTION COME-00

INFO OCT-01 ARA-14 ISO-00 EB-08 /023 W

-----106540 200552Z /15

R 191915Z AUG 77

FM AMCONSUL SAO PAULO

TO SECSTATE WASHDC 7942

INFO AMEMBASSY BRASILIA

AMCONSUL RIO DE JANEIRO

AMEMBASSY BUENOS AIRES

AMEMBASSY MONTEVIDEO

UNCLAS SAO PAULO 2168

FROM EMBASSY COMMERCIAL COUNSELOR

E.O. 11652: N/A

TAGS: BEXP, BR, AR, UY

SUBJECT: FY 1979 PROMOTION EVENT SCHEDULE

REF: STATE 186815

THE PLANNED FY 1979 PROMOTION EVENT SCHEDULE OUTLINED IN REF-
TEL IS VERY GOOD. OUR ONLY COMMENTS ARE ON THE FOLLOWING
PROPOSED EVENTS.

1. TRADE CENTER EXHIBITION: COMPUTER AND PERIPHERAL EQUIPMENT
SAO PAULO, NOVEMBER 6-10, 1978.

IN VIEW OF THE GOB'S PLAN TO LICENSE THREE FIRMS (PROBABLY
TWO MULTINATIONAL OR MIXED FIRMS IN ADDITION TO THE EXISTING
NATIONAL ONE) TO MANUFACTURER MINI-COMPUTERS, IT SEEMS PRO-
BABLE THAT BY NOVEMBER 1978 THERE WILL BE NO RPT NO SALES
POTENTIAL FOR IMPORTED MINI-COMPUTERS IN BRAZIL. WE ARE IN
THE DISCUSSING WITH THE TRADE PROSPECTS FOR SALES OF IMPORTED
PERIPHERAL EQUIPMENT AND WILL REPORT THE RESULTS OF THESE
DISCUSSIONS LATER.

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2. CATALOG EXHIBITION: FOREST RESOURCES SUPPLY AND EQUIPMENT,
CHILE/BASIL, NOVEMBER 1979. WE UNDERSTAND THIS MAY BE INTEN-
DED FOR NOVEMBER 1978, INSTEAD OF 1979. SAO PAULO 0539 TO USDOC
REPORTED THAT THE SIXTH FENAM - AN INTERNATIONAL EXHIBITION
OF WOODWORKING MACHINERY AND EQUIPMENT - WILL BE HELD AT CU-
RITIBA, STATE OF PARANA, OCTOBER 14-23, 1977. ALTHOUGH THE

PLANS ARE NOT YET FIRM, IT IS LIKELY THAT THE SEVENTH FENAM WILL BE HELD AT CURITIBA IN OCTOBER 1978. IN THIS CASE, IT MIGHT BE DESIRABLE TO THINK OF HOLDING THE CATALOG EXHIBIT AT FENAM IN CURITIBA.

3. TRADE MISSION: PETROLEUM EXPLORATION AND EXTRACTION EQUIPMENT ARGENTINA, BRAZIL, URUGUAY, JUNE 1979.

JUNE 1979 IS TOO LATE FOR THIS MISSION. THE GOB HAS SUDDENLY GIVEN HIGHEST PRIORITY TO PETROLEUM EXPLORATION AND EXTRACTION. DRAMATIC EVIDENCE OF THIS SHIFT IN POLICY EMPHASIS WAS THE RECENT RESOLUTION WAIVING THE LAW OF SIMILARS FOR ALL EQUIPMENT IMPORTED FOR USE IN THE CAMPOS OIL BASIN. THIS MISSION SHOULD COME AS SOON AS POSSIBLE AND SHOULD CONCENTRATE ON PETROBRAS DRILLING EQUIPMENT AND EQUIPMENT FOR SECONDARY AND TERTIARY RECOVERY.
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